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(54) Information distribution system

(57) A method for multiplexing and demultiplexing commercial and program material within the context of, e.g., an MPEG1 or MPEG2 information distribution system. A system employing the method provides either a single terrestrial broadcast channel or a "virtual head-end" as part of an uplink site which encodes advertising materials, associates the advertising material with "tags" indicative of demographic or content categorisation affinity, and provides the tagged advertising material, along with program material to one or more information consumers.

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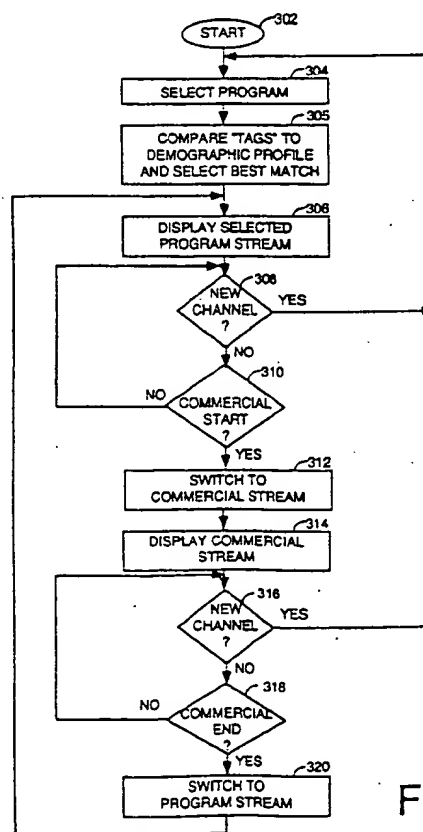


FIG. 3

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## EUROPEAN SEARCH REPORT

Application Number  
EP 99 30 4652

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Y	* column 3, line 5 - column 3, line 15 * * column 6, line 33 - column 6, line 49 * * column 7, line 12 - column 7, line 31 * * column 8, line 29 - column 8, line 65 * * figure 2 *	2-4,7-11	
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The present search report has been drawn up for all claims			
Place of search <b>THE HAGUE</b>		Date of completion of the search <b>14 September 2000</b>	Examiner <b>Beaudet, J</b>
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document		T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document	

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